

**09/714665 Examiner's Amendment – 23 August 2010**

This listing of claims replaces all prior versions in the application:

**Claims:**

1-66. (Cancelled).

67. (Currently Amended) A computer readable information storage medium having program code stored thereon that, when executed by a computer on a network, communicates information over said network comprising:

program code to create a new first information site hosted by said computer on said network, said first information site being characterized by a new network address, said network address relating to a particular subject matter;

[[a)]] program code to receive at [[a)]] said first information site ~~on said network~~ an information request from a communications device connected through said network, said information request relating to [[a)]] said particular subject matter;

[[b)]] program code that determines a particular geographic area for relevant information to be provided in answering said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

[[c)]] program code to retrieve answer information from one or more databases, said answer information comprising information responsive to said information request and advertiser

information, said advertiser information being based on the determined particular geographic area for relevant information and containing a link to connect said communication device to the advertiser's information site relating to said particular subject matter; and

[[ (d) ]] program code to provide said answer information from said first information site to said communication device.

68. (Currently Amended) [[A]] The computer readable information storage medium as recited in claim 67, wherein said advertiser information comprises sponsored information.

69. (Currently Amended) [[A]] The computer readable information storage medium as recited in claim 68, wherein said sponsored information is sponsored for specific geographic locations.

70. (Currently Amended) [[A]] The computer readable information storage medium as recited in claim 67, further comprising program code that determines said particular geographic area for relevant information independent of a physical location of said communication device.

71. (Canceled)

72. (Currently Amended) [[A]] The computer readable information storage medium as recited in claim 70, further comprising program code that determines said particular geographic area for relevant information from one of a network address identifying a geographic area of said communication device independent of a physical position of said communication device and geographic information supplied in said information request by a user of said communication

device.

73. (Currently Amended) [[A]] The computer readable information storage medium as recited in claim 70, wherein said geographic location of said communication device and location indicated by said geographic information provided by said user are different, and comprising program code that provides, in said answer information, information corresponding to said geographic information supplied in said information request by said user.

74. (Currently Amended) [[A]] The computer readable information storage medium as recited in claim 67, further comprising program code that derives contextual information from said information request and providing in said answer advertiser information in at least one category correlated to said derived contextual information.

75. (Currently Amended) [[A]] The computer readable information storage medium as recited in claim 74, further comprising program code that assigns an exclusive advertiser information provider to each category for each answer to an information request.

76. (Currently Amended) [[A]] The computer readable information storage medium comprising program code as recited in claim 75, further comprising program code that assigns an exclusive advertiser information provider to each said category until an event alters the identity of said exclusive sponsor for said category.

77. (Currently Amended) [[A]] The computer readable information storage medium as recited in claim 75, further comprising program code that assigns an exclusive advertiser information provider to each said category for a time period.

78. (Currently Amended) [[A]] The computer readable information storage medium as recited in claim 75, further comprising program code that periodically auctions a right to be assigned as said exclusive advertiser information provider.

79. (Currently Amended) A computer readable information storage medium having program code stored thereon that, when executed by a computer, provides geographically based advertiser information to users of networked terminals, comprising:

program code that creates a new first information site hosted by said computer on a network, said first information site being characterized by a new network address, said network address relating to a particular subject matter;

[[a)] program code that receives an information request from one of said users through a networked terminal, said information request relating to [[a]] said particular subject matter;

[[b)] program code that determines a particular geographic area for relevant information for said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

[[c)]] program code that provides said user access to [[a]] said first information site providing content responsive to said information request; and

[[d)]] program code that provides said user a link at said first information site to an advertiser's information site, an identity of said advertiser's information site being determined based on said particular subject matter and said particular geographic area for relevant information.

80. (Currently Amended) [[A]] The computer readable information storage medium as recited in claim 79, further comprising program code that provides a link to a first advertiser site for a first geographic location and a second advertiser information site for a second geographic location.

81. (Canceled).

82. (Currently Amended) A computer server for communicating information over a network comprising:

a processor that:

creates a new first information site hosted by said computer server on said network, said first information site being characterized by a new network address, said network address relating to a particular subject matter;

[[a)]] ~~a processor that~~ receives at [[a]] said first information site ~~on said network~~ an information request from a communications device connected through said network;

[[b)]] ~~a processor that~~ determines a particular geographic area for relevant information to be provided in answering said information request, said information

request relating to ~~[[a]]~~ said particular subject matter and the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

~~[[c)] a processor that~~ retrieves answer information from one or more databases, said answer information comprising information responsive to said information request and advertiser information, said advertiser information being based on the determined particular geographic area for relevant information and containing a link to connect said communication device to the advertiser's information site, the advertiser's information site relating to said particular subject matter; and

~~[[d)] a processor that~~ provides said answer information from said first information site to said communication device.

83. (Currently Amended) ~~[[A]]~~ The computer server as recited in claim 82, wherein said advertiser information comprises sponsored information.

84. (Currently Amended) ~~[[A]]~~ The computer server as recited in claim 83, wherein said sponsored information is sponsored for specific geographic locations.

85. (Currently Amended) [[A]] The computer server as recited in claim 82, ~~further comprising a~~  
wherein the processor ~~that~~ determines said particular geographic area for relevant information  
independent of a physical location of said communication device.

86. (Canceled)

87. (Currently Amended) [[A]] The computer server as recited in claim 85, ~~further comprising a~~  
wherein the processor ~~that~~ determines said particular geographic area for relevant information  
from one of a network address identifying a geographic area of said communication device  
independent of a physical position of said communication device and geographic information  
supplied in said information request by a user of said communication device.

88. (Currently Amended) [[A]] The computer server as recited in claim 85 wherein said  
geographic location of said communication device and location indicated by said geographic  
information provided by said user are different, and comprising a processor that provides, in said  
answer information, information corresponding to said geographic information supplied in said  
information request by said user.

89. (Currently Amended) [[A]] The computer server as recited in claim 82, ~~further comprising a~~  
wherein the processor ~~that~~ derives contextual information from said information request and  
providing in said answer information, advertiser information in at least one category correlated to  
said derived contextual information.

90. (Currently Amended) ~~[[A]]~~ The computer server as recited in claim 89, ~~further comprising a~~  
wherein the processor that assigns an exclusive advertiser information provider to each category  
for each answer to an information request.

91. (Currently Amended) ~~[[A]]~~ The computer server as recited in claim 90, ~~further comprising a~~  
wherein the processor that assigns an exclusive advertiser information provider to each said  
category until an event alters the identity of said exclusive advertiser information provider for  
said category.

92. (Currently Amended) ~~[[A]]~~ The computer server as recited in claim 90, ~~further comprising a~~  
wherein the processor that assigns an exclusive advertiser information provider to each said  
category for a time period.

93. (Currently Amended) ~~[[A]]~~ The computer server as recited in claim 92, ~~further comprising a~~  
wherein the processor that periodically auctions a right to be assigned as said exclusive sponsor.

94. (Currently Amended) A computer server ~~having a processor stored thereon that, when~~  
~~executed by a computer,~~ provides geographically based advertiser information to users of  
networked terminals, comprising:

a processor that:

creates a new first information site hosted by said computer server on a network,  
said first information site being characterized by a new network address, said network  
address relating to a particular subject matter;



[[a)]] ~~a processor that~~ receives an information request from one of said users through a networked terminal, said information request relating to [[a)]] said particular subject matter;

[[b)]] ~~a processor that~~ determines a particular geographic area for relevant information for said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

[[c)]] ~~a processor that~~ provides said user access to [[an)]] said first information site providing content responsive to said information request; and

[[d)]] ~~a processor that~~ provides said user a link at said first information site to an advertiser's information site, an identity of said advertiser's information site being determined based on said particular subject matter in said particular geographic area for relevant information.

95. (Currently Amended) [[A)]] The computer server as recited in claim 94, ~~further comprising a wherein the~~ processor ~~that~~ provides a link to a first advertiser site for a first geographic location and a second advertiser information site for a second geographic location.

96. (Canceled)

97. (Currently Amended) A computer server for communicating information over ~~said~~ a network comprising:

means for creating a new first information site hosted by said computer server on said network, said first information site being characterized by a new network address, said network address relating to a particular subject matter;

[[a)] means for receiving at [[a]] said first information site ~~on said network~~ an information request from a communications device connected through said network, said information request relating to [[a]] said particular subject matter;

[[b)] means for determining a particular geographic area for relevant information to be provided in answering said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

[[c)] means for retrieving answer information from one or more databases, said answer information comprising information responsive to said information request and advertiser information, said advertiser information being based on the determined particular geographic area for relevant information and containing a link to connect said communication device to an advertiser's information site relating to said particular subject matter; and

[[d)] means for providing said answer information from said first information site to said communication device.

98. (Currently Amended) [[A]] The computer server as recited in claim 97, wherein said advertiser information comprises sponsored information.

99. (Currently Amended) [[A]] The computer server as recited in claim 98, wherein said sponsored information is sponsored for specific geographic locations.

100. (Currently Amended) [[A]] The computer server as recited in claim 97, further comprising means for determining said particular geographic area for relevant information independent of a physical location of said communication device.

101. (Canceled)

102. (Currently Amended) [[A]] The computer server as recited in claim 100, further comprising means for determining said particular geographic area for relevant information from one of a network address identifying a geographic area of said communication device independent of a physical position of said communication device and geographic information supplied in said information request by a user of said communication device.

103. (Currently Amended) [[A]] The computer server as recited in claim 100, wherein said geographic location of said communication device and location indicated by said geographic information provided by said user are different, and comprising means for providing, in said answer information, information corresponding to said geographic information supplied in said

information request by said user.

104. (Currently Amended) [[A]] The computer server as recited in claim 100, further comprising means for deriving contextual information from said information request and providing in said answer advertiser information in at least one category correlated to said derived contextual information.

105. (Currently Amended) [[A]] The computer server as recited in claim 104, further comprising means for assigning an exclusive advertiser information provider to each category for each answer to an information request.

106. (Currently Amended) [[A]] The computer server comprising a processor as recited in claim 105, further comprising means for assigning an exclusive advertiser information provider to each said category until an event alters the identity of said exclusive advertiser information provider for said category.

107. (Currently Amended) [[A]] The computer server as recited in claim 105, further comprising means for assigning an exclusive advertiser information provider to each said category for a time period.

108. (Currently Amended) [[A]] The computer server as recited in claim 105 comprising means for periodically auctioning a right to be assigned as said exclusive advertiser information

provider.

109. (Currently Amended) A computer server ~~having a processor stored thereon that, when executed by a computer,~~ provides geographically based advertiser information to users of networked terminals, comprising:

means for creating a new first information site hosted by the computer server on a network, said first information site being characterized by a new network address, said network address relating to a particular subject matter;

[[a)] means for receiving an information request from one of said users through a networked terminal, said information request relating to [[a]] said particular subject matter;

[[b)] means for determining a particular geographic area for relevant information for said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

[[c)] means for providing said user access to [[an]] said first information site providing content responsive to said information request; and

[[d)] means for providing said user a link at said first information site to an advertiser's information site, an identity of said advertiser's information site being determined based on said particular subject matter and said particular geographic area for relevant information.

110. (Currently Amended) [[A]] The computer server as recited in claim 109, further comprising means for providing a link to a first advertiser site for a first geographic location and a second advertiser information site for a second geographic location.

111. (Canceled)

112. (Currently Amended) A method of electronically providing information to a communication device comprising the steps of:

creating a new first information site hosted by a computer server on a network, said first information site being characterized by a new network address, said network address relating to a particular subject matter;

[[a)] receiving at [[a]] said first information site ~~hosted by a computer on a network~~ an information request from said communication device communicating through said network, said information request relating to [[a]] said particular subject matter;

[[b)] directing said computer to determine a particular geographic area for relevant information to be provided in answering said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

[[c)] directing said computer to retrieve answer information from one or more

databases, said answer information comprising information responsive to said information request and advertiser information, said advertiser information being based on the determined particular geographic area for relevant information and containing a link for use by said communication device to connect said communication device to the advertiser's information site relating to said particular subject matter; and

[[ (d) ]] directing said computer to provide said answer information from said first information site to said communication device.

113. (Previously Presented) The method recited in claim 112, wherein said advertiser information comprises sponsored information.

114. (Original) The method recited in claim 113, wherein said sponsored information is sponsored for specific geographic locations.

115. (Previously Presented) The method recited in claim 112, further comprising directing said computer to determine said particular geographic area for relevant information independent of a physical location of said communication device.

116. (Canceled)

117. (Previously Presented) The method recited in claim 115, further comprising directing said computer to determine said particular geographic area for relevant information from one of a network address identifying a geographic area of said communication device independent of a

physical position of said communication device and geographic information supplied in said information request by a user of said communication device.

118. (Previously Presented) The method recited in claim 115, wherein said geographic location of said communication device and location indicated by said geographic information provided by said user are different, comprising directing said computer to provide answer information corresponding to said geographic information supplied in said information request by said user.

119. (Previously Presented) The method recited in claim 112, further comprising directing said computer to derive contextual information from said information request and to provide in said answer information, advertiser information in at least one category correlated to said contextual information.

120. (Previously Presented) The method recited in claim 119, further comprising directing said computer to assign an exclusive advertiser information provider to each said category for each answer to an information request.

121. (Previously Presented) The method recited in claim 120, further comprising directing said computer to assign an exclusive advertiser information provider to each said category until an event alters the identity of said exclusive advertiser information provider for said category.



122. (Previously Presented) The method recited in claim 120, further comprising directing said computer to assign an exclusive advertiser information provider to each said category for a time period.

123. (Previously Presented) The method recited in claim 120, further comprising directing said computer to periodically auction a right to be assigned as said exclusive advertiser information provider.

124. (Currently Amended) A method of providing geographically based advertiser information to users of networked terminals, comprising the steps of:

creating a new first information site hosted by a computer server on a network, said first information site being characterized by a new network address, said network address relating to a particular subject matter;

[[a)] receiving at [[a]] said computer server ~~computer~~ an information request from one of said users through a networked terminal, said information request relating to [[a]] said particular subject matter;

[[b)] determining with said computer server a particular geographic area for relevant information for said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said information request, said particular subject matter ~~of interest~~, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;;

[[ (c ) ] ] through said server providing said user access to [[ an ] ] said information site providing content responsive to said information request; and

[[ ( d ) ] ] through said server providing said user a link at said information site to an advertiser's information site, an identity of said advertiser's information site being determined based on said particular subject matter and said particular geographic area for relevant information.

125. (Currently Amended) The method recited in claim 124, wherein said computer server provides a link to a first advertiser information site for a first geographic location and a second advertiser information site for a second geographic location.

126. (Canceled).

127. (Currently Amended) A method of providing advertisers access to customers based on customer geographic preferences comprising the steps of:

[[ ( a ) ] ] providing a new first information web site platform hosted by a computer server on a network and being characterized by a new network address at which customers seek information relating to a particular subject matter and a ~~plurality of~~ one or more particular geographic areas for relevant information, wherein the plurality of particular geographic areas for relevant information are determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, and an input to the communication device, the input to the communication device being at least one

of a selection on a displayed map, input of a postal code, and input of address information;

[[ (b) ]] for said plurality of particular geographic areas for relevant information, offering advertisers an option to purchase a link to be placed on said ~~web~~ first information site platform to an advertiser information site, said advertiser site being based on the plurality of particular geographic areas for relevant information and relating to the particular subject matter; and

[[ (c) ]] placing said link on said ~~web~~ first information site platform when purchased by said advertiser.

128. (Currently Amended) A method of advertising comprising:

creating a new first information site hosted by a computer server on a network, said first information site being characterized by a new network address, said network address relating to a particular subject matter;

[[ (a) ]] receiving a request message from a communication device on [[ (a) ]] said network, said request message relating to a particular subject matter;

[[ (b) ]] determining a particular geographic area for relevant information from said request message, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

[[ (c) ]] answering said request message by providing said communication device access to a ~~web~~ said first information site presenting request responsive information corresponding to

said particular geographic area for relevant information; and

[[ (d) ]] providing a link on said ~~web~~ first information site to an advertising site being based on the determined particular geographic area for relevant information and relating to the particular subject matter.

129. (Currently Amended) A method of providing advertisers access to customers based on customer geographic preferences comprising the steps of:

[[ (a) ]] providing a ~~web~~ new first information site platform hosted by a server on a network and being characterized by a new network address, at which customers seek information relating to particular subject matter and a plurality of particular geographic areas for relevant information, wherein the plurality of particular geographic areas for relevant information are determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

[[ (b) ]] for said plurality of particular geographic areas for relevant information, offering advertisers an option to purchase a link to be placed on said ~~web~~ first information site platform to the advertiser's information site, said advertiser's information site having a relationship to said particular subject matter and said plurality of particular geographic areas for relevant information; and

[[ (c) ]] placing said link on said ~~web~~ first information site platform when purchased by

said advertiser.

130. (Currently Amended) A computer readable information storage medium having program code stored thereon that, when executed by a computer on a network, communicates information over said network comprising:

program code to create a new first information site hosted by said computer on said network, said first information site being characterized by a new network address, said network address relating to a particular subject matter;

[[a)] program code that receives at [[a)] said first information site on said network an information request from a communications device connected through said network, said information request relating to a particular subject matter;

[[b)] program code that determines a particular geographic area for relevant information to be provided in answering said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said particular subject matter ~~of interest~~, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

[[c)] program code that retrieves answer information from one or more databases, said answer information comprising information responsive to said information request and advertiser information, said advertiser information being based on the determined particular geographic area for relevant information and relating to the particular subject matter and containing

information usable by a user to contact said advertiser; and

[[ (d) ]] program code that provides said answer information from said first information site to said communication device.